Concept and Analysis.

Team Members: Shobhit Ratan, Kwadwo Ennin, Taesoo Kang, Henry Chu.

# Purpose of the Project

The purpose of this project is to create the website “Café a la Carte”, a one-stop online destination for all things coffee – from growing, to brewing, to drinking.

# Web project goals

This website should serve to satisfy the needs of all coffee lovers. “Café a la Carte”, the website would be considered a success if it is able to meet every curiosity and question of all degrees of enthusiasts of the black bean.

# Intended users of the website

1. Target Audience #1: Jane Smith is a 19-year old stressed college student in the midst of final exams who needs her shot of caffeine before her CIS 3630 class. She has studied all night, and just needs a boost to the system in order to sit and complete her final.
2. Target Audience #2: Reginald Charlesworth is a 63-year old retired Barista and coffee aficionado who is interested in all kinds of coffee from different parts of the world. He researches their different flavors and caffeinating properties, and also writes a blog called, “Say It Ain’t So – JOE!” about the best and worst coffees both locally and internationally.

# Website visit Scenarios

Scenario 1: A college student goes to the website to take a quick look at menu for his/her daily cup of coffee. (Website should look simple to be easily viewed.)

Scenario 2: A coffee researcher goes to the Café a la Carte website to search for information about a special kind of bean only found in the jungles of Brazil.

# Competitor analysis

1. [www.starbucks.com](http://www.starbucks.com)
   1. Bright colors, mobile-friendly, easy navigation
   2. Too much information in the drop-down menu makes it wordy
2. [www.dunkindonuts.com](http://www.dunkindonuts.com)
   1. Alignment and structures of information are off-balanced.
   2. Lack of colors that can represent their brand image.